

1   **WHAT IS CLAIMED IS:**

2       1. An advertisement campaign method for an automated service system comprising  
3   the following acts:

4       (A) entering the preset transaction process; wherein when a user is using the  
5   automated service system for transaction, the automated service system provides preset  
6   processes;

7       (B) data input; wherein data is input according to the preset processes;

8       (C) data processing and transmission; wherein the automated service system  
9   processes the chosen preset process or sends it to a information center for further  
10   processing;

11       (D) information transmission, wherein the automated service system links an  
12   advertisement databank at step (C) so that the system is able to display the  
13   advertisement through a screen to the user and an information received in a  
14   communication box is retrieved and sent to the user;

15       (E) accomplishing data processing for post work; wherein after the data is  
16   processed, the advertisement display is selectively stopped and then the system returns  
17   the screen back to the transaction picture for post work such as retrieval of card or  
18   another transaction or any other predetermined processes.

19       2. The method as claimed in claim 1, wherein the automatic service system is an  
20   automatic teller machine.

21       3. The method as claimed in claim 1, wherein the system returns the screen back to  
22   the transaction picture after advertisement display is finished.

23       4. The method as claimed in claim 1, wherein a conformation step is processed to  
24   see if there is an information in the communication box before step (C).

25       5. The method as claimed in claim 4, wherein a confirmation step is processed to

1 see if there is an information in the communication box before step (D).

2 6. The method as claimed in claim 1, wherein a confirmation step is processed to  
3 see if there is an information in the communication box before step (D).

4 7. An advertisement campaign method for an automated service system comprising  
5 the following acts:

6 categorization;

7 wherein the clients are categorized into different categories according to preset  
8 conditions,

9 setting a communication box which contains pictures, audio information etc., for  
10 retrieval or access

11 entering the preset transaction process; wherein when a user is using the automated  
12 service system for transaction, the automated service system provides preset processes;

13 data input; wherein data is input according to the preset processes;

14 data processing and transmission; wherein the automated service system processes  
15 the chosen preset process or sends it to a information center for further processing;

16 information transmission, wherein the automated service system links an  
17 advertisement databank at the data processing and transmission step so that the system is  
18 able to display the advertisement through a screen to the user and an information  
19 received in the communication box is retrieved and sent to the user;

20 accomplishing data processing for post work; wherein after the data is processed,  
21 the advertisement display is selectively stopped and then the system returns the screen  
22 back to the transaction picture for post work such as retrieval of card or another  
23 transaction or any other predetermined processes.

24 8. The method as claimed in claim 7, wherein the automatic service system is an  
25 automatic teller machine.

1           9. The method as claimed in claim 7, wherein the system returns the screen back to  
2   the transaction picture after advertisement display is finished.

3           10. The method as claimed in claim 7, wherein a conformation step is processed to  
4    see if there is an information in the communication box before the data processing and  
5    transmission step.

11. The method as claimed in claim 7, wherein a confirmation step is processed to see if there is an information in the communication box before the information transmission step.

9           12. The method as claimed in claim 10, wherein a confirmation step is processed to  
10    see if there is an information in the communication box before information transmission  
11    step.

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